

LEM

# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
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March 10, 1998



**Fax**

1642 / D. Keeney  
1645 / R. Duszynski

**SUPERMARKET: DORAL \$1.00 OFF 2/PACKS / PROMOTION #800220**

I have placed product orders for your participating Supermarkets to arrive **April 13, 1998**. Retail distribution is scheduled for **April 20, 1998**.

**1642**

SIS #	Name	#/Cases Per Style	\$ Amount	PO #
482000	P & C Food	14	8,862.65	'Dave'
230800	Golub Corp	5	3,165.23	'Dave'

**1645**

SIS #	Name	#/Cases Per Style	\$ Amount	PO #
842166	Tops	6	3,798.28	'Renee'
194970	Finast	3	ROU 1710	'Renee'

will order

Please obtain necessary PO numbers and advise me or telephone the Order Dept. to add.

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800220

No displays will be required as on-hand store promotional platforms will be utilized for this promotion. POS Kits (#540881) and Merchandiser Card Kits (#540890) will be shipped to Retail Reps. Therefore, I will need a specific store list for each of your participating chains. Upon receipt of this list, I will order POS / Card Kits to Reps and forward promotional information to the appropriate Reps.

As information, I have enclosed the Work Plan page showing number of participating stores / displays per store. Please ensure your lists match these numbers.

I will need this list no later than Friday, March 20th. If you need additional information, let me know.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
L. E. MacWilliams

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# DORAL Supermarket Promotions - Second Quarter

Region	Chain	# Stores	# DORAL SKUs
1100 Boston	Hannaford Brothers	150	300
1600 Buffalo	1645 Tops	68	136
	1645 Finast	44	88
	1645 Vix	11	22
	1642 Bi-Lo	70	140
	1642 Big Bear	83	166
	1642 Quality	43	86
	1642 P & C	65	130
	1642 Insalaco	29	58
1700 Pittsburgh	Riser Foods	38	76
	Giant Eagle	50	100
	Giant Foods	80	160
	Weis Markets	150	300
1800 Cincinnati	Marsh	85	170
<b>Total NESA</b>		<b>966</b>	<b>1,932</b>
2100 Winston-Salem	Bi-Lo	257	514
	Ingles	198	396
	Food City	66	132
	Lowes	56	112
	Food Lion	898	1,796
2200 Atlanta	Bruno's	45	90
2900 Richmond	Farm Fresh	36	72
<b>Total SSA</b>		<b>1,556</b>	<b>3,112</b>
5400 S. California	Von's	335	670
5600 Seattle	Albertson's*	0	0
	Safeway-Seattle	176	352
	Safeway-Denver	114	228
	Safeway-Portland	105	210
	Safeway-Phoenix	80	160
5800 Houston	H. E. Butt	230	460
<b>Total WSA</b>		<b>1,040</b>	<b>2,080</b>
6200 Chicago	Fareway	65	130
	Hy-Vee	166	336
6600 Denver	Dillons	66	132
	Dillons-Gerbes	22	44
	Consumer Bogarts	42	84
	Town & Country	45	90
	Ramey's	30	60
	Bakers	19	38
	Sixth Street Markets	12	24
	United Supermarkets	24	48
	Beachlers	6	12
	No Frills	9	18
	B & F Foods	11	22
	Smitty's	8	16
	Woods	8	16
	Super H	11	22
	Bratton Foods	10	20
6700 Detroit	Meijer	57	114
	Sun Mgmt.	14	28
6900 St. Louis	Kroger Nashville	80	160
	Dierbergs	16	32
	Niemann	24	48
	Shop'n Save	32	64
<b>Total MWSA</b>		<b>779</b>	<b>1,558</b>
<b>TOTAL</b>		<b>4,341</b>	<b>8,682</b>
* Albertson's (950 stores) participating in DORAL promotions second quarter - TBD Minneapolis Region - Supermarket Chains not participating.			

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rj001/ccg  
1/13/98